

The Pasadena Angels don't have a formal outline for an investor pitch, however, below are some bullets that should be helpful for creating an 11-15 slide presentation:

1. Title slide – Should include company name, presenters name and contact information.
2. Problem overview – Describe the 'pain' that your product eliminates for customers. Should also talk about how big is the market, what industries and as much of a 'bottom up' market forecast as possible.
3. Solution overview – Explain how your product alleviate the pain in #1. For this section, you should focus only on benefits, not features and functions.
4. Technology Overview – Describe the technology behind your product.
5. Current Status – For example, product status. number of customers in installed base, big name customers, what territories are selling the product(s).
6. Marketing / Sales / Distribution Strategy Overview.
7. Competition, including substitutes.
8. Management team, including who on your team has startup experience and what past returns have they personally provided to VC investors (where appropriate).
9. Financial Summary – Revenue model and how you will make money. Product price, how many units will be sold, what territories/countries, revenues, margins, how soon until profitable and cash flow break even.
10. Exit scenarios and what steps you're taking to achieve this within a reasonable period of time.
11. Deal terms, use of financing proceeds, future fundraising requirements, and key milestones you will accomplish with money you're raising.
12. Briefly summarize the most important points from above.

The initial presentation to prospective US investors should be a maximum of 20 minutes—as they won't typically have the patience to sit through anything longer.

In addition to this outline, it is recommend watching the video from David Rose, that discusses the 'intangibles' that American investors are looking for when entrepreneurs present, http://www.ted.com/index.php/talks/david_s_rose_on_pitching_to_vcs.html

Good luck,

Stan Tomsic



Pasadena Angels

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